

For Immediate Release

Popular AgWeb Tool Grabs Top Honors for Editorial Excellence

Philadelphia, PA (April 9, 2012) – AgWeb.com captured a top honor at min's Best of the Web Awards in New York City last week. The min awards, the most coveted and competitive honors in the world of media and online journalism, recognize leading websites and digital initiatives among top consumer, enthusiast and business-to-business print titles and their online brands.

The win for Editorial Excellence – Special Section (in the b2b category) recognizes AgWeb's popular Harvest Maps. The Corn and Soybean Harvest Maps show, by color, the average yields for a given state and county, based on extensive data provided by AgWeb users throughout the harvest season. The Harvest Maps turn farmer-submitted data on crop yields into a heat map that shows the harvest results for corn and soybeans across the country in real time.

"We're honored to be recognized for what we're passionate about—generating content and developing tools to help producers and professionals within the agriculture industry better manage their operations and grain-marketing strategies," said Charlene Finck, Senior Vice President of Editorial and Content Development for Farm Journal Media. "The Harvest Maps give us a way to collect and immediately share time-sensitive data that can help our audience manage their operations. This is not just highly engaging and interactive content, but a seriously useful tool."

Within the first week of the launch of the Harvest Maps in September 2011, online users made it clear they found the information extremely engaging and beneficial. The section averaged 5,000 page views a day for the first month, one of the most successful new section launches in AgWeb history. Since September 2011, the Harvest Maps have received nearly 250,000 page views, according to Google Analytics.

According to the min awards judges, "By keeping the input forms quick and easy and the color-coded maps highly accessible, AgWeb showed a keen understanding of what it takes to make such a UGC [user-generated-content] project work. Readers could get at-a-glance business intelligence that helped them to understand their own crop performance and the markets."

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show "Consumer Ag Connection." Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.